

MBA-I			
S/N.	Course Name	Code	Course Objective
1	Financial Accounting & Analysis	MB-451	<p>(a) To help the students gain a thorough understanding about the process and accounting system in an organization and generation of reports through this systems. The uses of various accounting information in business decision, internal as well as external reporting purposes.</p> <p>(b) To develop expertise in analyzing the financial performance of a company with the help of scanning the Balance Sheet and Profit & Loss Account.</p> <p>(c) To develop an appreciation of corporate financial reporting system in the national and international context i.e. the role of International Accounting Standards (IAS), Generally Accepted Accounting Principles (GAAP) as well as Indian Accounting Standards (AS).</p> <p>(d) To provide insights into using accounting information for decision-making with help of Fund flow and Cash flow analysis</p>
2	Managerial Economics	MB-453	The course aims to sharpen the analytical skills of the students through integrating the theories of micro economic concepts to decision making. The objective of this course is to provide students with a basic understanding of the economic theory and analytical tools that can be used in decision-making problems

3	Quantitative Methods-I	MB-455	<p>This course is designed to help the students get the feel of statistics: what it is, how and when to apply statistical techniques to decision-making situations.</p> <p>The objective of the course is to:</p> <ol style="list-style-type: none"> 1. Use mathematical concepts in the resolution of management decision problems 2. Introduce various basic quantitative techniques and develop an analytical toolset that can be used to analyze business models 3. Introduce concepts of data analysis and decision making under uncertainty 4. To inculcate the attitude of ensuring implementability of well thought-out solutions to decision problems
4	Organizational Behaviour	MB-457	<p>Satisfy the need to predict: it helps us figure out why organizational events take place.</p> <p>Assist in testing personal theories: it helps us test and improve our personal theories of reality .</p> <p>Influence organizational events: it improves our ability to work with and manage other people in organisations.</p>
5	Business Law	MB-459	<p>The objectives of the course are:</p> <ol style="list-style-type: none"> (a) To create an awareness about legal processes and provisions relevant to running a business. (b) To gain an insight into the legal positions specifically with reference to business and corporate functioning, and <p>To apply the provisions of law for taking correct decisions in business</p>
6	Marketing Management	MB-461	<p>The focus of the course is on building up a managerial perceptual frame work for decisions related to Marketing Functions. The objective of the course is to make students familiar with the basic elements of Marketing analysis and planning and include the recent concepts and trends in marketing.</p>
7	Business Communication	MB-463	<ol style="list-style-type: none"> 1. To provide the learners with the basic concepts of Communication. 2. To acquaint them with the nuances of Communication in the business organisations. 3. To equip them with desired skills of communication to handle multi-tasked contexts.

8	Buddhist Moral Value & Contemporary Society	BS-501	1.Cultivating essential values in the students to be responsible citizen 2.Understanding the society and social consideration. 3.Facilitating knowledge about Buddhist ethice and its relevance to maintain social and cultural harmony
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MBA-II			
S/N.	Course Name	Code	Objective
1	Managerial Accounting	MB- 452	This course focuses on how cost information can be usefull for the managers to choose strategy, to communicate and to determine how best to implement it. The content of this course also inform that how managers use cost information to coordinate and control across the differentbusiness functions of the organization.
2	Financial Management	MB- 454	To help the students gain a thorough understanding about the process and system of financial management in an organization,its necessity, structure, goals and scope. To gain insights for financing decisions and to make students aware of the various long-term and short-term sources of finance along with concept and approaches of capital structure ,cost of capita leverages and its importance . The ises of various techniques of project evaluation to develop expertise in analyzine and interpreting financial information to deciding the among different project for investment decision. To develop required skills for using concep ,methods and estination of workingcapital management along with cash inventory amd receivables management . To make students aware of the cincepts and approaches of dividend decision and management of earning.
3	Human Resource Management	MB- 456	Human Resource Management involves all management decisions and actions that affect the nature of the relationship between the organization and its employees. Effective Human Resource Management creates a win-win relationship with employees by seeking the best fit between organizational and individual goals. With effective

			Human Resource Managementthe organization acquires a competent and committed workforce. Able to support the corporate strategy. Therefore organization can create a competitive advantage through their people.There is a dual focus in this course.The first focus is on the various Human Resource policies as recruitment,selection, performance management rewards, staffing and development. Students will get insight into the basic challenges strategic approaches and tools with in these fields. The second focus covers the more holistic view on HRM .We go deeper into the relation and fit between HRM and the strategy, culture and capabilities of an organization and the balance between organizational goals and individual goals.We will therefore explicitly focus on the framewok ,paradigms and concepts that integrate the Human Resource policies and practices into a coherent whole.Furthermore the objective is to guide students in developing a vision on HRM from a general managrs perspective.
4	Operations Management	MB- 458	<ol style="list-style-type: none"> 1. To provide an awareness of the role of operations management in the functioning of a business organization. 2. To give an insight into the relationshis that exist between various factors that affect the operation of a business organization. 3. to equip students with tools and techniques for analyzing designing and imptoving the functioning of an operation system.
5	Business Environment	MB- 460	The basic objective of this course is to familiarize the students with the nature and dimensions of evolving Business Environment in India to influence managerial decisions.
6	Business Research Methods	MB- 462	<ol style="list-style-type: none"> 1. To generate interest among students about the field of research. 2. To provide skills for pursuing research project. 3. To introduce various tools and techniques. 4. Hands on practice on SPSS. 5. To develop confidence to deal with business problems in scientific way
7	International Marketing	MB- 464	

8	Quantitative Methods-II	MB- 466	<ol style="list-style-type: none"> 1. Recognize those problems of society that are amenable to solution via quantitative methods. 2. Formulate appropriate quantitative models 3. Develop skills in structuring and analyzing problems 4. Introduce the quantitative analysis approach.
9	Strategic Management	MB-468	<p>To introduce the Strategic Management Framework with managerial implications</p> <p>To discuss various models and tools needed to formulate and implement successful business strategies</p> <p>To generate the passion of strategizing, that will hone the decision making skills of students.</p>

MBA-III			
S/N.	Course Name	Code	Objective
1	Total Quality Management (C)	MB-511	<ul style="list-style-type: none"> • To understand the Total Quality Management concept and principles and the various tools available to achieve Total Quality Management. • To understand the statistical approach for quality control. <p>Provide a basic understanding of "widely-used" quality analysis tools and techniques. Create an awareness of the quality management problem-solving techniques currently in use.</p>
2	Entrepreneurship & New Venture Planning (C)	MB-513	<p>To orient the students about the reward and pitfalls of entrepreneurship</p> <p>To instill an interest among them to set up new venture or at corporate</p> <p>To integrate their learning about related fields</p>
3	Management Information Systems	MB-517	<ol style="list-style-type: none"> 1. A summary of information systems technology now used in businesses. 2. A summary of new technologies that are transforming businesses and will increasingly do so in the near future. 3. A review of information systems that assist management decision the assumptions built into them, the limits they impose and the possibilities for new management strategies they provide. 4. A review of the changing role of information

			<p>systems in businesses and the attempt to create knowledge-based businesses .</p> <p>5.An introduction to the use of computer modeling and its role in transforming management styles.</p>
4	Management of Financial Services (F)	MB-521	Entire course will be taught through classroom teaching, relevant cases and discussions
5	International Financial Management (F)	MB-523	<p>To develop an understanding about: The International Financial Environment and overview of Global Financial Market Foreign Exchanging Market and to develop expertise in analyzing and determining the foreign exchange rate and managing foreign exchange risk.</p> <p>Financial structure and international financing decisions knowledge of international debt market and euro currency market .</p> <p>To gain insights into using foreign investment decisions in multinational enterprises for capital budgeting and working capital management.</p> <p>To integrate the global developments with the changing business environment in India.</p>
6	Security Analysis & Portfolio Management (F)	MB-525	<p>The primary objective of thisw course is to familiarize the student with basic concepts of Securities Analysis and portfolio Management and its various tools and techniques to facilitaies the managers in managing their portfolio.</p> <p>The other objective of the course is to acquaint the students in respect to the investment decisions reated to financial assets ,the risjs and the reture involved to make aware about the functioning of securities market.</p> <p>To understand the historical behavior of stocks in the Indian stock market and to give issight into stock trading mechanics through the use of the online trading system.</p>
7	Organizational Change & Development (HR)	MB-533	<ol style="list-style-type: none"> 1. To make understand the concepts of organizational and planned change 2. To orient about the profession of Organization Development (OD) 3. To introduce various techniques of change management 4. To develop proactive approach for managing change in future 5. To elaborate theoretical foundation with practical applications

			<p>6. To sensitize about contemporary turbulent environment</p> <p>7. To apply and practice OD at global work place settings</p>
8	Performance Management & Competency Mapping (HR)	MB-535	The objective of this course is to apprise the students about the importance of performance appraisal and inform them how organizations manage performance.the course also touches on the latest issues relating to not only appraising staff but also manage performance.
9	Diversity Management (HR)	MB-537	<p>The course aims at fulfilling the following objectives:</p> <p>To introduce the concept organizational culture</p> <p>To develop an understanding of various cultures across the globe.</p> <p>To learn to manage cultural diversity</p>
10	Sales & Distribution Management (M)	MB-545	Objectives: The course aims to impart skills and knowledge needed to manage sales force and distribution function so as to gain competitive advantage. As a successful marketer, the sales and distribution function needs to be properly managed this incorporates understanding of various concepts, which the course aims to provide to the student participants
11	Marketing of Services (M)	MB-547	The purpose of this course is to introduce you to services marketing as a separate and distinct area of marketing thought and practice and help you to understand its powerful influence in competitive markets. During this course we focus our attention on three main services marketing areas, the service customer, the service company and the integration of marketing, human resources and operations within the service system
12	Consumer Behavior (M)	MB-549	The main purpose of this course is to understand the differences in consumer behavior. The course helps understand the different stages in the consumer decision making process. It also entails a detailed understanding of the various internal factors, and external/ social factors that influence the decision making process of consumers
13	Supply Chain Management (O)	MB-557	The course intends to cover the fundamental aspects of Logistics and Supply Chain Management for providing an insight to the student for designing and implementing effective

			supply chains. This course is designed to Create a managerial perspective of the core tasks and challenges required to effectively manage logistical operations and also discusses the tools and techniques of supply chain management and illustrates their applicability in cases
14	Spread Sheet Modeling (O)	MB-559	This course has been developed as a data-driven, model-based approach to decision-making. Most applications will rely on the standard array of Excel functionality. A unique feature of this course will be applications drawn from the diverse program areas of management. Key topics will include: Data graphing, Financial Modelling, Forecasting, Pivot tables, Exponential Smoothing, Optimization (Solver), and Simulation.
15	Project Management (o)	MB-561	<p>The role of projects in organizations is receiving increasing attention. Projects are the major tool for implementing and achieving the strategic goals of the organization. In the face of intense, worldwide competition, many organizations have reorganized around a philosophy of innovation, renewal, and organizational learning to survive. This philosophy suggests an organization that is flexible and project driven. Project management has developed to the point where it is a professional discipline having its own body of knowledge and skills. Today it is nearly impossible to imagine anyone at any level in the organization who would not benefit from some degree of expertise in the process of managing projects.</p> <p>This course examines project management roles and environments, the project life cycle and various techniques of work planning, control and evaluation to achieve project objectives. The main aim of this course is to address the participants with all aspects of project management and provide specific skills, which may be useful in handling the industrial and infrastructural projects. Therefore, the project management course has been designed with the following objectives:</p> <ul style="list-style-type: none"> • to introduce the concept of project management and life cycle of the project. • to emphasize not only on how the

			<p>management process works, but more importantly, on why it works.</p> <ul style="list-style-type: none"> • to give insight of a project from feasibility stage to final stage of execution and commissioning. • to apply tools and techniques for project planning and control. • to familiarize with computerized software used for project management. • to understand the intricacies of project overrun and project implementation. • to understand the human, legal and social aspect in managing projects.
17	Predictive Analysis	MB-591	<ol style="list-style-type: none"> 1. To gives a brief knowledge about R, a powerful scalable software so that students can make informed use of large volume data by extracting useful information and patterns and provide predictive insights. 2. To understand and comprehend the necessary mathematics for designing novel machine learning solutions and equip students with statistical methods and give an exposure to operations research techniques to support business decisions. 3. To introduce students to the basic concepts and techniques of Data Visualization. 4. To identify different types of source data and describe the importance of knowing the granularity of data. 5. Develop and apply enthusiasm for learning. Class participation is encouraged in this course.
18	Artificial Intelligence and Machine Learning	MB-593	<ul style="list-style-type: none"> <input type="checkbox"/> To impart knowledge about Artificial Intelligence. <input type="checkbox"/> To give understanding of the main abstractions and reasoning for intelligent systems. <input type="checkbox"/> To enable the students to understand the basic principles of Artificial Intelligence in various applications <input type="checkbox"/> To acquire the hands-on skills and the knowledge required for job competency.
19	Fundamentals of Python Prpgramming	MB-595	<ol style="list-style-type: none"> 1. To learn the basics and programming fundamentals of Python 2. To understand the advanced data structures supported by Python

			<p>3. To implement basic applications using advanced concepts of Python</p> <p>4. To work with data using pandas</p> <p>5. To implement the fast-mathematical operations using NumPy.</p> <p>Pedagogy: A mix of classroom instructional methods will be used like lectures, case analysis and exercises. The efforts would be made to strengthen the conceptual knowledge and application through cases and exercises. Enriching classroom discussions and learning by communicating interest, suggestions for improvements, additional readings and Internet resources, is a major goal. Express diligence, enthusiasm, patience, and thoroughness in dealing with complicated analysis and procedures and less-than-perfect-constantly evolving technology.</p>
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MBA-IV			
	Course	Code	Course Objective
1	Data Visualization-Powered by tableau	MBA-572	<p>1. To introduce students to the basic concepts and techniques of Data Visualization.</p> <p>2. To introduce some basic concepts of Data Visualization.</p> <p>3. To identify different types of source data.</p> <p>4. Describe the importance of knowing the granularity of data.</p> <p>5. Develop and apply enthusiasm for learning. Class participation is encouraged in this course.</p>
2	- Blockchain for Managers	MBA-574	<p>Students will be able to achieve the following learning objectives at the completion of the course.</p> <ul style="list-style-type: none"> ▪ Be able to explain what is blockchain.

			<ul style="list-style-type: none"> ▪ Be able to explain why we need blockchain. What is the real-world problem(s) that blockchain is trying to solve? ▪ Understand and describe how blockchain works. ▪ Explain the underlying technology of transactions, blocks, proof-of-work, and consensus building. ▪ How does blockchain exist in the public domain (decentralized, distributed) yet maintain transparency, privacy, anonymity, security, immutability, history. ▪ How is blockchain incentivized without any central controlling or trusted agency. ▪ How bitcoin cryptocurrency works ▪ Why people value a ‘digital’ currency, how it can be protected against scam, fraud, hacking and devaluation. ▪ Design and implement new ways of using blockchain for applications other than cryptocurrency. <p>Explore platforms such as Ethereum to build applications on blockchain</p>
3	Time Series Analysis	MBA-576	<p>Students should become skilful in analysis and modelling of stochastic processes of ARMA (p, d, q) models, get acquainted with co-integration and error correction models, autoregressive models with distributed lags, understand their application in economics Learn basic analysis of time series data; learn basic concepts in time series regression; learn auto-regressive and model averaging models; learn basic concepts of spectral analysis and</p>

			space-time models; utilize R for computation, visualization, and analysis of time series data
4	Ethical and legal consideration in Business Analytics	MBA-578	This subject will cover the algorithmic decision making, accuracy of the models, data collection and algorithmic accountability needed in the Society Norms.
5	Cloud computing with Hadoop	MBA-580	The aim of this subject is to give knowledge and understanding of cloud computing in business analytics using various cloud providers and how cloud computing works using Mapreduce technology in Hadoop Distributed File System
6	Marketing Analytics	MBA-582	We expect that the students of the course will be able to do the following at the end of the course. Identify the appropriate tools and datasets required to solve each small research question Identify a marketing problem as a sequence of small questions Properly apply the various available tools and choose the best one Create a marketing story out of the statistical and machine learning tools applied Solve a marketing analytics project end to end.

BBA-I			
S/N.	Course Name	Code	Objective
1	Principles and Practices of Management	BB-101	<p>The course is designed to give a basic understanding of the role and functions of a manager and to explain the principles, concepts, and techniques used by managers in carrying out their work. A central concept of the course is that there is a general framework for understanding management that applies to managers in all organizations--large or small, public or private, product-oriented or service-oriented.</p> <p>Topics covered in this course include values and ethics, communicating, planning, decision making, organizing, leading, controlling, and innovating. The course emphasizes the skills needed to apply management principles and concepts to real-life situations; students will analyze management issues and problems and how to formulate realistic, practical plans to resolve them. These practical skills are developed through case studies in the course assignments, and through applying course concepts to business situation and approaches</p>
2	Fundamental of Computers and IT	BB-103	<p>The course is designed to aim at imparting a basic level appreciation programme for the students. After completing the course the incumbent is able to the use the computer for basic purposes of preparing his personnel/business letters, viewing information on Internet (the web), sending mails, using internet banking services etc. This allows student to be also a part of computer users list by making them digitally literate.</p> <p>At the end of the course, students will be able to: 1. Use the basic vocabulary and terminology related to computer and word processing 2. Open, save and format a basic document 3. Type a simple note or a letter using Microsoft Word 4. Perform basic format and editing on a word document 5. Create tables and</p>

			calendars 6. Use different basic computer language software and programs to practice English skills and typing skills 7. With assistance, navigate websites to access information and evaluate information 8. Build confidence and skills in using computer technology.
3	Financial Accounting & Analysis	BB-105	To familiarize students with the mechanics of preparation of financial statements, Understanding corporate financial statements, their analysis and interpretation.
4	Business English	EN-103	Form and Functions; Sentences: Simple, Complex, and Compound; Tense, Mood, an Aspect; Sub-Verb Agreement and Concord; Common Errors; Vocabulary Building: Inflection and Derivation; Conversions, Idioms and Phrases, Words in Context, Introduction to IPA, Use of Dictionary, Word stress, Paragraph, Précis and Compositions
5	Professional Development Lab - I Group A	BB-109	The objective of the programme is bring about personality development with regard to the different behavioural dimensions that have far reaching significance in the direction of organizational effectiveness. The students will learn about their own personality and how they can use that information in professional success. To develop students' interest in expanding vocabulary and making it a recurring feature in the learning process. Demonstrate effective writing skills and oral communication skills in various formats and for various purposes.

BBA-II			
S/N.	Course Name	Code	Objective
1	Organizational Behaviour	BB- 102	It is a field of inquiry that studies what people think, feel and do in and around organisations. Organisations are groups of people who work interdependently toward some purposes. Concepts in this subject help to predict and understand organisational events, adopt more accurate theories of reality, and control organisational events more

			<p>effectively. They help us understand the work world, test and challenge our personal theories of human behavior, and let us understand ways to manage organisational activities.</p> <p>The curriculum presents theoretical frameworks for exploring and explaining human behavior in the workplace. With a focus on the organization's social and intellectual capital, the OB program provides a broad perspective that allows students to go beyond their own accepted ways of interacting and working with others. Through classroom emphasis on critical thinking and independent judgment, students learn to be active investigators of organizational life. By applying and examining theoretical principles in the workplace, they become active participants in their own learning. In this way, students develop the conceptual and problem-solving skills that an organizational leader needs to plan, organize, and lead a group or an entire organization</p>
2	Business Economics	BB- 104	<ol style="list-style-type: none"> 1. To introduce elementary concepts of business economics 2. To approach material world's problems 3. To apply economics understanding in other discipline 4. To gain day to day business information and apply economic logic 5. To feel confident about potential of applications
3	Business Mathematics and Statistics	BB- 106	<p>The basic objective of this course is to develop a strong business mathematics foundation and to familiarize the students with data analysis that can be used for effective decision making This course emphasizes performance of common computations and introduce various basic statistical tools and develop an analytical attitude that can be used to analyze business models.</p>
4	Fundamentals of Marketing	BB- 108	<ol style="list-style-type: none"> i. To develop clarity in basic concepts of Marketing Management and Consumer Behavior ii. To conceptualize the fundamental philosophy underlying the branch of Marketing as an area of knowledge iii. To bring forth issues related to contemporary marketing practices that

			<p>would require research interventions</p> <p>iv. To deliberate on the principles and concepts governing the area of Marketing</p>
5	Environmental Studies	ES- 101	

BBA-III			
S/N.	Course Name	Code	Objective
1	E-Business	BB-201	<p>The internet and related technologies, such as intranets and extranets, also help organisations to increase efficiency in their internal processes. From a business perspective, the internet has had a profound effect on the way firms operate, how they communicate with others, what products they produce, how they deliver products and services, and how they seek competitive advantage. The internet has changed the ‘rules’ of trading by presenting new challenges and opportunities and altering the way firms engage and build relationships with customers. This course is designed to highlight the key issues that affect businesses who have adopted the internet as a means of trading or improving internal processes. Electronic business (e-business) is the use of the internet for these purposes. Consequently, e-business has implications for a range of issues affecting an organisation, including the adoption of technology, choice of business models, economics, marketing, legal and security issues, management and the strategies for gaining a competitive advantage. This course highlights and explains the nature and characteristics of e-business in the context of each of these key issues. Examples of e-business applications are a feature of the course and these help the process of comprehending how the internet has been used to different effects in different business settings.</p>
2	Cost and Management Accounting	BB-205	<p>This course focuses on how information can be useful for the managers to choose strategy, to communicate and to determine how best to implement it. The content of this course also inform</p>

			that how managers use cost information to coordinate and control across the different functions of the organization.
3	Business Policy & Strategic Management	BB-207	<ul style="list-style-type: none"> • To help the students gain a thorough understanding about the process and system of Financial Management in an organization, its necessity, structure, goals and scope. • To gain insights for financing decisions and to make students aware of the various long-term and short-term sources of finance along with concept of value and return, valuation of Bonds and Shares, risk and return, cost of capital and Financial & operating leverage
4	Business Environment	MB-213	To make students acquainted with the concepts of the environment in which a business organisation operates. The course would make the student capable of analyzing and understanding the macroeconomic policies of the government and other non-economic factors and assess their impact on business. The focus will be on the emerging environment by way of a shift from a largely planned economy to a more market oriented policy regime in tune with global economy.

BBA-IV			
S/N.	Course Name	Code	Objective
1	Fundamental of Research Methodology	BB-202	To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners. To give them an understanding of the basic techniques and tools of business research
2	Corporate Finance	BB-204	To acquaint students with the techniques of financial

			management and their applications for business decision making
3	Quantitative Techniques	BB-206	<p>The objective of the course is to:</p> <ol style="list-style-type: none"> 1. To acquaint students with the construction of mathematical models for managerial decision situations 2. Formulate appropriate operations research models 3. Develop skills in structuring and analyzing problems
4	Human Resource Management	BB-208	<p>The course aims to equip students to develop themselves into a critically reflective and capable HRD practitioner, or a manager who can facilitate the learning of others. The major objective of the course is to explain and demonstrate the contribution of HRD in an organization and enable student to develop an ability to decide learning and training needs; and have competence in the design and delivery of learning programmes. Organizations are made up of people: their knowledge, skills, attitudes and interconnections. In order to survive and thrive, organizations need to facilitate the growth of all of these as part of a HRD strategy. Human Resource Development (HRD) is a key activity that systematically leads to the growth and development of people in organisations, and makes organisations more effective. The process of identifying needs and designing and delivering HRD interventions that are part of the course are crucial skills for all managers. The course will focus on the role of HRD in designing and implementing appropriate strategies in line with the business goals of their organization. The course will include topics related to design, development, implementation and evaluation of HRD programmes. In addition to HRD Process, it would cover a number of HRD interventions like coaching, mentoring, and counseling. The course will also address the competency mapping framework of HRD, role of HRD in career planning and development, organizational learning process and making organizations a learning organizations. Finally it will discuss about its role in developing ethical behavior and the future of HRD in Indian organizational context.</p>

5	Buddhist Moral Value & Contemporary Society	BS- 101	<ol style="list-style-type: none"> 1. Cultivating essential values in the students to be responsible citizen 2. Understanding the society and social considerations. 3. Facilitating knowledge about Buddhist ethics and its relevance to maintain social and cultural harmony
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BBA-V			
S/N.	Course Name	Code	Objective
1	Production and Operation Management	BB-301	<ul style="list-style-type: none"> • Provides a review of the Strategic Management Framework. • Focuses on the frameworks, models and tools needed to formulate and implement successful business-level strategies and corporate-level strategies and examines how firms compete. • Provides work-based projects to help candidates in developing practical strategies initiatives based on their unique set of issues, resources and businesses environment.
2	Industrial Relations	BB-303	<p>Industrial Relations is a dynamic socio-economic process characterized by co-operation and conflict. The State today has an increasing role to play, with its emphasis on welfare, in maintaining a balance between labour and management, especially in India where the former is inadequately organized. This course is designed to provide the examples of industrial relations situations and events to the students. It helps to critically assess the strengths and weakness of different approaches to the study of employment relationship. Further it will help to understand the approach to the study of industrial relations</p>
3	Mercantile and Cyber Law	BB-305	<p>The objectives of the course are:</p> <p style="text-align: center;">(A) To create awareness about legal processes and provisions relevant to running a business.</p> <p>(B) To apply the provisions of law for taking correct decisions in business.</p>

4	Business Communication	BB-307	<ol style="list-style-type: none"> 1. To provide the learners with the basic concepts of Communication. 2. To acquaint them with the nuances of Communication in the business organisations. 3. To equip them with desired skills of communication to handle multi-tasked contexts.
5	Open Elective – Conflict Management	BB-313	<p>Event management is a fast-growing field that offers a huge range of jobs across many areas of public, private and not-for-profit sectors. It encompasses arts and community festivals, fundraising events, conferences, meetings, and tradeshow, just to begin with. Designed to produce future leaders for the field, this course aims to give students extensive theoretical knowledge as well as the practical skills needed for professional event management. The curriculum combines a solid business degree - covering accounting, marketing, business law, entrepreneurship and economics - with specialised professional studies in management and delivery of special events. You have the opportunity to plan, deliver and evaluate student-led events, and we actively encourage you to participate in relevant industry and community initiatives</p>

BBA-VI			
S/N.	Course Name	Code	Objective
1	Financial Markets and Institutions	BB-302	The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets. This will enable them to take the rational decision in financial environment
2	International Human Resource	BB-304	<p>The course aims at fulfilling the following objectives:</p> <ul style="list-style-type: none"> • To introduce the concept Organizational Culture • To develop an understanding of various cultures across the globe. • To learn to manage cultural diversity.
3	Selling skills and Digital Marketing	BB-306	The course aims to impart skills and knowledge needed to manage sales force and distribution

			function so as to gain competitive advantage. As a successful marketer, the sales and distribution function needs to be properly managed this incorporates understanding of various concepts, which the course aims to provide to the student participants. We have planned the 'Introduction To Digital & Social Media Marketing' Training Course syllabus to cover the aspects of Internet, Social Media and Mobile Marketing that we think are most relevant to the marketing mix for 'Business to Business' (B2B), 'Business to Consumer' (B2C) and 'Not-for-Profit' marketing, communications and PR.
4	Entrepreneurships and startups	BB-308	<ol style="list-style-type: none"> 1. To orient the students about the reward and pitfalls of entrepreneurship 2. To instill an interest among them to set up new venture or practice it at corporate 3. To integrate their learning about related fields

B.com-I			
S/N.	Course Name	Code	Objective
1	Environment studies	ES - 101	
2	Financial Accounting	BCH 103	Objectives: The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.
3	Business Law	BCH 107	The objective of the course is to impart basic knowledge of the important business legislation along with relevant case law.
4	Micro Economics	BCH 109	The objective of the course is to acquaint the students with the concepts of microeconomics dealing with consumer behavior. The course also makes the student understand the supply side of the market through the production and cost behavior of firms.

B.com-II			
S/N.	Course Name	Code	Objective
1	Business Communication	BCH-202	To equip students of the B.Com (Hons.) course effectively to acquire skills in reading, writing, comprehension and communication, as also to use electronic media for business communication.
2	Corporate Accounting	BCH-204	To help the students to acquire the conceptual knowledge of the corporate accounting and to learn the techniques of preparing the financial statements.
3	Corporate Law	BCH-206	The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013 and the Depositories Act, 1996. Case studies involving issues in corporate laws are required to be discussed.
4	Macro Economics	BCH-208	The course aims at providing the student with knowledge of basic concepts of the macro economics. The modern tools of macro-economic analysis are discussed and the policy framework is elaborated, including the open economy.

BCom-III			
S. No.	Course name	Code	Objective
01.	Human Resource Management	BCH - 301	The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organisation.
02.	Income Tax Law and Practice	BCH – 303	To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.
03.	Management Principles and Applications	BCH – 305	The objective of the course is to provide the student with an understanding of basic management concepts, principles and practices.

04.	Business Statistics	BCH – 307	The objective of this course is to familiarise students with the basic statistical tools used for managerial decision-making.
05.	E – Commerce	BCH – 309	To enable the student to become familiar with the mechanism for conducting business transactions through electronic means

B.com-IV			
S/N.	Course Name	Code	Objective
1	Cost Accounting	BCH-202	To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems.
2	Business Mathematics	BCH-204	The objective of this course is to familiarize the students with the basic mathematical tools, with an emphasis on applications to business and economic situations.
3	Computer Applications Business	BCH-206	To provide computer skills and knowledge for commerce students and to enhance the student understands of usefulness of information technology tools for business operations.
4	Indian Economy	BCH-208	This course seeks to enable the student to grasp the major economic problems in India and their solution.
5	Entrepreneurship	BCH-210	The purpose of the paper is to orient the learner toward entrepreneurship as a career option and creative thinking and behavior.

BCom -V			
S/N.	Course Name	Code	Objective
01	Principles of Marketing	BCH - 301	The objective of this course is to provide basic knowledge of concepts, principles, tools and techniques of marketing.

02	Fundamentals of financial management	BCH – 303	To familiarize the students with the principles and practices of financial management.
03	Financial markets, institutions and financial services	BCH – 305	To provide the student a basic knowledge of financial markets and institutions and to familiarise them with major financial services in India.
04	Adertising	BCH – 307	The objective of this course is to familiarize the students with the basic concepts, tools and techniques of advertising used in marketing.



SCHOOL OF MANAGEMENT

GAUTAM BUDDHA UNIVERSITY

IQAC

DEFINING MANAGEMENT

(BBA AND MBA)

PROGRAMME OBJECTIVES



SCHOOL OF MANAGEMENT

GBU स्कूल ऑफ मैनेजमेन्ट
SCHOOL OF MANAGEMENT

Year of Establishment : 2008



Department of business studies

VISION:-

- **Integrated focus on exploring and creating new avenues**
- **Strategic collaborations with institutions and enterprises of national and international repute.**

MISSION:-

- **Curriculum design focussed on International and cross cultural focus for the holistic development and becoming responsible citizens**

Department of Business Management			
	Programme	Starting Year	Specialization
management	MBA (2 Years)	2008 (with 120 seats)	Marketing; Finance; HR; Operations; IT; Strategy
	Dual Degree BBA-MBA (5 Years) [with exit option after BBA]	2018 (with 60 seats)	Marketing; Finance; HR; Operations; IT; Strategy

MANAGEMENT PROGRAMME(Current)

- 1) MBA TWO YEAR PROGRAMME**
- 2) DUAL DEGREE BBA+MBA 5 YEARS PROGRAMME WITH EXIT OPTION**

Programme Objective:

- 1) To impart quality education and prepare students with indepth knowledge, analytical ability, from management perspectives and skills needed to provide leadership to organizations which are competing in a global environment that is increasingly characterized by diversity in the workforce, and rapid technological advancements
- 2) To develop a holistic view of looking at business problems and hence, proposing optimal solutions
- 3) To develop leaders capable of catering customer dynamics

COURSE CATEGORISATION & OBJECTIVES

1. CORE DISCIPLINE COURSES :

These subjects focus on the core area eg. General management, finance, marketing , HR and operations

2. ABILITY ENHANCEMENT COURSES :

subjects in this category help to enhance the knowledge on other skills eg. Environmental sciences or business communication skills

3. ELECTIVE COURSES- GENERIC /INTERDISCIPLINARY :Designed to impart indepth knowledge on core specific areas eg. International financial management, Security analysis, diversity management, performance management ,supplychain entrepreneurship, MIS etc.

4. SKILL ENHANCEMENT COURSES :

These courses help to horn the corporate competencies and inculcate managerial skills eg.IT tools for business, SPSS, E- Commerce, Summer Internship 6-8 weeks Professional Development Lab,etc.

COURSE OUTCOMES:

- Integrate theories and practice to perform strategic analysis
- Demonstrate effective written forms of communication and oral business presentations.
- Implement leadership skills to work effectively within diverse teams.
- Identify and analyze ethical responsibilities of businesses.
- Apply decision-making techniques, both quantitative and qualitative analysis, to management issues

Outcomes achieved through

“PROFESSIONAL DEVELOPMENT LAB” (PDL)

“ACTIVITIES :Professional Development Lab (PDL)”

Business Quiz

Brain Teaser Exercises

Creativity activity

Ad mad show

Activity on “out of the box” thinking

Spontaneity exercises

Mock Interviews

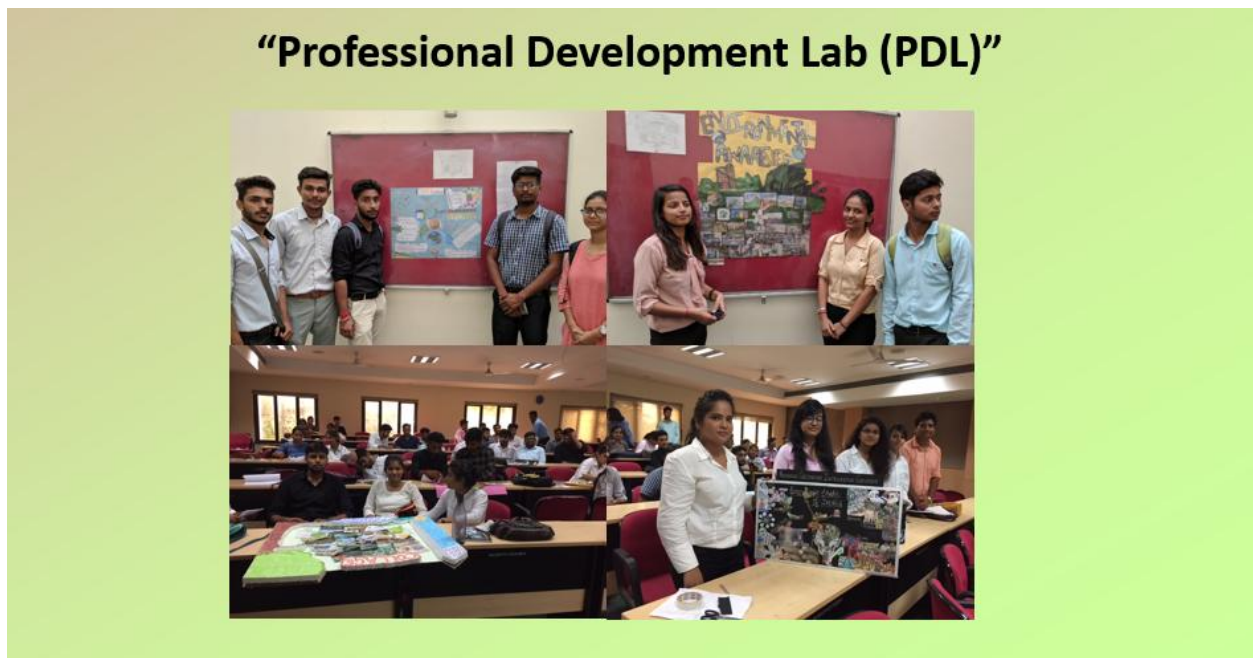
Workshops on resume writing

Training programs on

Interview skills

Presentation skills Corporate etiquette and many other related activities

SNAPSHOTS:-



“Professional Development Lab (PDL)”



“Professional Development Lab (PDL)”



“Professional Development Lab (PDL)”



Academic Enrichment

Programme Development methodology

BOS

- Programme to be developed/ Updated at Department Level and proposed to the Board of Studies (BOS)
- Members of BOS
 - Dean School,
 - HoD's
 - BOS internal faculty members,
 - External expert from academic intuitions of high repute



Academic Council

- After the approval from BOS the proposal is presented in Academic Council where the eminent Professors & Deans of Schools, Dean Academics, Dean P&R and AC Members give their consent after thoroughly scrutinizing.



BOM

After the approval from AC the proposal is finally presented in BOM, and Board Members give their approval to start the Programme/course.

Teaching Pedagogy and Assessment System

Teaching methods adopted by faculty Members	Mix of Lecture, case discussion, presentation, tutorial and labs
Monitoring of outcomes and Continuous Assessment	Quiz, Surprise test, Assignments, Student presentation, End-Semester examination,
Beyond syllabus scholarly activities	Group activities, industry visits, panel discussion, cases, workshops and conferences, PDL

Faculty give the feedback from time to time for new subjects and syllabus upgradations

Expert feedback from various Universities/ Institutions

Feed back Process

Alumni and employers interaction from time to time helps in providing inputs of industry demands. The course curriculum and syllabus is improved based on their input.

Informal/Formal feedback are taken by the Programme coordinators with the help of Ph.D. Scholars to avoid biasness from students regarding the classes and course completion by the faculty members.

Thrust area for Dept. of business Studies

“MANAGEMENT RELATED CORPORATE COMPETENCY”



SCHOOL OF MANAGEMENT

GAUTAM BUDDHA UNIVERSITY

IQAC

DEFINING COMMERCE

(BCom)

PROGRAMME OBJECTIVES



SCHOOL OF MANAGEMENT

GBU स्कूल ऑफ मैनेजमेन्ट
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Dept. Business Studies

commerce/finance	<u>B.Com (Hons)</u>	2019 (with 120 seats)	

B.COM (hons)PROGRAMME OBJECTIVE

- 1) The Programme aims to make the students employable and self employment oriented (Self employable)
- 2) It aims to make the students learn and interpret concepts of accounts and finance
- 3) Familiarise the students with the economic environment
- 4) Also acquire the financial management skills required to manage the business.

COURSE CATEGORISATION & OBJECTIVES

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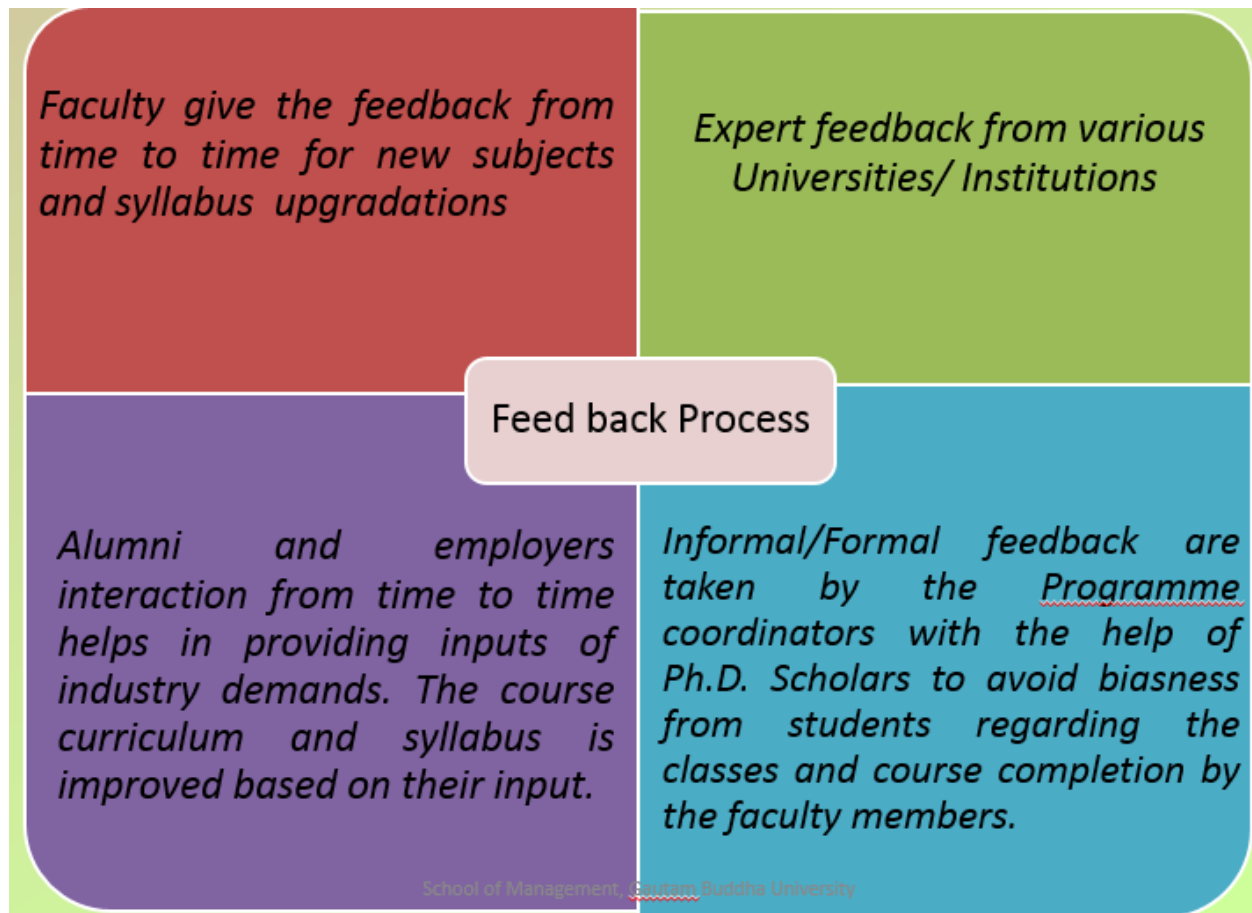


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